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Notice of Allowshillity	plication No.	Applicant(s)	
	456,647	HOWARD ET AL.	
Notice of Allowability Ex	aminer	Art Unit	
Ro	main Jeanty	3623	
The MAILING DATE of this communication appears All claims being allowable, PROSECUTION ON THE MERITS IS (OR herewith (or previously mailed), a Notice of Allowance (PTOL-85) or of NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHT of the Office or upon petition by the applicant. See 37 CFR 1.313 and	REMAINS) CLOSED in this ap ther appropriate communication 'S. This application is subject to	plication. If not included n will be mailed in due course. THI	IS iative
 This communication is responsive to <u>5/28/04</u>. 			
2. The allowed claim(s) is/are 7 and 24-26.			
3. Acknowledgment is made of a claim for foreign priority under a a) All b) Some* c) None of the: 1. Certified copies of the priority documents have been a. Ceptified copies of the priority documents have been a. Copies of the certified copies of the priority documents have been a. Copies of the certified copies of the priority documents have been a. Certified copies of the certified copies of the priority documents have been as the priority documents have	n received. In received in Application No Interest and in Application to file a reply of this application. In Note the attached EXAMINER ason(s) why the oath or declarate submitted. Patent Drawing Review (PTO:	national stage application from the complying with the requirements SS AMENDMENT or NOTICE OF ation is deficient.	
Identifying indicia such as the application number (see 37 CFR 1.84(c) each sheet. Replacement sheet(s) should be labeled as such in the he			
 DEPOSIT OF and/or INFORMATION about the deposit of attached Examiner's comment regarding REQUIREMENT FOR 			
Attachment(s) 1. ☑ Notice of References Cited (PTO-892) 2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948) 3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date 4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material	6. ☐ Interview Summary Paper No./Mail Da 7. ☑ Examiner's Amendo	tè	

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Note

1. Based on the Board Decision, claim 8 has been affirmed and claim 26 has been reversed. However, since claim 26 depends on independent claim 8, claim 8 has been incorporated into claim 26. An examiner's amendment is found below which canceled claim 8 and incorporated its limitation in claim 26.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes
and/or additions be unacceptable to applicant, an amendment may be filed as provided by
37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no
later than the payment of the issue fee.

In the Claim:

Substitute claim 26 A method for customizing advertising in an electronic

publication, comprising:

at least one advertising item; permitting a user to access the electronic publication and presenting the advertising item to the user of the electronic publication in response to the access of a specific content item--.

Claim 8 has been canceled.

Allowable Subject Matter

3. Claims 7, and 24-26 are allowable





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Reasons for Allowance

3. The following is an Examiner's statement of reasons for allowance:

The closest prior art is to Reilly et al (U.S. Patent No. 5,740,549). Reilly et al fail to teach or suggest presenting the advertising item to the user of the electronic publication after passage of a predetermined amount of time during which the electronic publication . has been in use as recited in independent claim 7.

In addition, Reilly et al fail to teach presenting the advertising item to the user in response to the access by the user of a predetermined part of the specific content item as recited in independent claim 26

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

- 4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
- a. Krishna et al (U.S. Patent No. 6,012,071) disclose servers to store electronic publications and browsers, executing on clients and communicating with the servers over the networks, to view the electronic publications.
- b. Murphy (Wo9319427) discloses a system providing advertisement information to users.



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b. The Wall Street Journal, discloses "Journal Introduces Interactive
 Edition", "Personal Computer and Web Browser Provide Access to Interactive Edition",
 from.

Any inquiry concerning this communication or earlier communications from the examiner should be directed Romain Jeanty whose telephone number is (703) 308-9585. The examiner can normally be reached Monday-Thursday from 7:30 am to 6:00 pm. If attempts to reach the examiner are not successful, the examiner's supervisor, Tariq R Hafiz can be reached at (703) 305-9643.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the group receptionist whose telephone number is (703) 308-1113.

Any response to this action should be mailed to:

Commissioner for Patents

P.O. Box 1450, Alexandria, VA 22313-1450

or faxed to: (703) 305-7687

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington VA, Seventh floor receptionist.

RJ

September 28, 2004

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